

Order / Rev: 718394
 Alt Order #: 06353216
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: PAULSEN/R/CON/MN
 Product Desc: PAULSEN FOR CONGRESS
 Estimate: PAULSEN FOR CONGRESS
KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	KARE	10/25/12	10/29/12	M-F 9-10a TODAY	CM	9-10a	M--T---	:30	2	\$350.00	P-4	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/25/12	10/31/12	M--T---		2			\$350.00	0.00					
6	KARE	10/24/12	10/30/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/24/12	10/30/12	MTWTF--		5			\$100.00	0.00					
7	KARE	10/24/12	10/30/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	5	\$525.00	P-4	0.00	NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/24/12	10/30/12	MTWTF--		5			\$525.00	0.00					
8	KARE	10/24/12	10/30/12	M-F 430-5p Jeopardy	CM	430-5P	M-W----	:30	2	\$1,350.00	P-4	0.00	NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/24/12	10/30/12	M-W----		2			\$1,350.00	0.00					
9	KARE	10/25/12	10/30/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MT-T---	:30	3	\$1,800.00	P-4	0.00	NM	3	\$5,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/25/12	10/31/12	MT-T---		3			\$1,800.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KARE	10/25/12-10/31/12		M-F 5-530p		5-530p	MT-Th----	:30		\$1,975.00		0.00	NM		
4	KARE	10/25/12-10/31/12		M-F 5-530p		5-530p	MT-Th----	:30		\$1,975.00		0.00	NM		
10	KARE	10/24/12	10/30/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MT--F--	:30	3	\$1,975.00	P-4	0.00	NM	3	\$5,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/24/12	10/30/12	MTWTF--		3			\$1,975.00	0.00					
11	KARE	10/25/12	10/30/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	-T-T---	:30	2	\$1,200.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/25/12	10/31/12	-T-T---		2			\$1,200.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/25/12-10/31/12		M-F 630-7p		630pm-7pm	-T-Th----	:30		(\$1,200.00)		0.00	NM		
Credited															
2	KARE	10/25/12-10/31/12		M-F 630-7p		630pm-7pm	-T-Th----	:30		(\$1,200.00)		0.00	NM		
Credited															
13	KARE	10/25/12	10/25/12	Vikings Regular Season Viking Regular Season	CM	7-1030P (6:58 PM-10:30 PM)	---T---	:30	1	\$15,000.00	P-2	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	---T---		1			\$15,000.00	0.00					
14	KARE	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S-		2			\$200.00	0.00					
16	KARE	10/27/12	10/27/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S-		1			\$900.00	0.00					
17	KARE	10/27/12	10/27/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$1,150.00	P-4	0.00	NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S-		1			\$1,150.00	0.00					
18	KARE	10/27/12	10/27/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S-		1			\$800.00	0.00					
19	KARE	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00

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19	KARE	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	-----S		1		\$225.00		0.00					
20	KARE	10/28/12	10/28/12	Meet the Press Meet the Press	CM	9-10a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	-----S		1		\$2,500.00		0.00					
21	KARE	10/28/12	10/28/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$1,150.00	P-4	0.00	NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	-----S		1		\$1,150.00		0.00					
23	KARE	10/24/12	10/26/12	M-F 1130a-12p Jeopardy	CM	1130a-12p	--WTF--	:30	4	\$550.00	P-4	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	--WTF--		4		\$550.00		0.00					
24	KARE	10/24/12	10/26/12	Late Night Late Night NBC	CM	1135pm-1235xm	--WTF--	:30	5	\$375.00	P-4	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	--WTF--		5		\$375.00		0.00					
25	KARE	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	-----S-		1		\$200.00		0.00					
26	KARE	10/26/12	10/26/12	Local Prime Special Local Prime-JULIE NELSON	CM	Various (8:00 PM-9:00 PM)	----F--	:30	2	\$1,750.00	P-4	0.00	NM	2	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	----F--		2		\$1,750.00		0.00					
Totals														50	\$54,000.00